

THE SENTENCE WILL BE PASSED AT COHEN'S ON MONDAY!

The verdict is guilty: The sentence is an average reduction of 25 per cent. on all standard goods until after Christmas. It is the penalty awarded for the indiscretion of piling up stocks on stocks until the aggregation amounts to nearly a half million dollars. In other words, we bought this immense collection of merchandise to sell at one hundred cents on the dollar and the exigencies of the occasion require that we sell for seventy-five cents on the dollar. It means a gift to Richmond shoppers or a premium, if you will, of twenty-five cents on every dollar spent here until Christmas.

CHILDREN, ATTENTION!

Santa Claus will continue to visit different sections of the city, and we will continue to give his route in the daily paper. Have you seen the lovely full-dressed five-dollar doll and the full-dressed five-dollar man-of-war to be given the girl and boy guessing nearest the number of letters Santa Claus carries? Let's be sure to get in by hundreds and are put in a sealed box, so that there is no possibility of any one knowing how many there are until the box is opened and they are counted. Have your letters ready so that you can give them to Santa any time you see him, and be sure to address them

SANTA CLAUS.

Care of Cohen Co., Richmond, Va.

The Christmas Gloves Have Come.

Kid Gloves ordered specially as presents. Most reliable make. We change the sizes after the holiday, so you are safe in buying Gloves for hands of size unknown to you. Every color and size, including black or white. All evening lengths. Automobile and Walking Gloves of every description.

Kid Gloves for 50c.
Kid Gloves for 75c.
Kid Gloves for \$1.
Kid Gloves for \$1.50.
Kid Gloves for \$1.65.
The best Gloves made in the world. Pressed Kid, Undressed, Suedes, Wash Leather, Mocho, Silk, Mercerized, Silk Lined, Worsted, Golf and Fabric—all sizes, colors and styles.

Fancy Neckwear.

This fine Neckwear gives the finish to a beautifully dressed woman like a blush to a pretty cheek. They are priced about half of values, too.

Imported Neckwear, the new Bulgarian cross stitch, in Persian colors, for 25c.
Linen Collar and Cuff Sets, heavily embroidered, a set for 50c.
Russian Lac. Stockings, heavily embroidered, a set for 50c.
The new Maxine Bows, with stock collar, in black, white and colors, 50c.
Any number of the prettiest style Neck Ties, 50c. to \$1.50.

Fine Gaudies.

Every one at the prices which have made Cohen a household word in Richmond.

Conserved Cherries, Ginger and Pineapple Fritters for 35c. a pound.
A variety of Christmas Chocolates, including Chocolate Covered Figs, Dates, Raisins, Caramels, Almonds, Brazil and Pecan Top Creams, for 35c. a pound.
Old Fash. med. Chocolate Creams for 35c. a pound.
Pure Cream Chocolate Drops, 10c. a pound.
Extra Fine Vanilla Marshmallows, in one-pound tin boxes, for 9c. per box.
A Good French Mixture for 5c. a pound.

WE BREAK THE SILK RECORD.

Somebody's silks are being slaughtered at Cohen's—only the best quality—that's why we have been selling them by the hundreds of yards the past week. Listen to these Monday Prices.

Full Yard Wide Taffeta, "finest Crow Black," the best quality ever seen for its price 50c.
\$1.25 Corset Taffeta, satin lustre, will be sold for 70c.
"Taffeta Immortelle"—even this special make of goods will be 60c.
A new price thought—will buy 75c. Black Taffeta, Imperial Brand.
The Black Silk Taffeta at 45c. is not Taffeta, but full lustre, pure silk and real Taffeta, that cost 80c. a yard.
Black Silk Taffeta, all silk, for 21c.

SALE OF BLACK PEAU DE SOIE.

Full yard wide, the same quality sold here and everywhere for not less than \$1.15, will go on sale Monday for 75c.
27-inch wide Peau de Soie, quality that sold for \$1.12, for 60c.

Other grades of Peau de Soie, that sold to 80c., will be sold for 55c.

One lot of 2-inch wide Pure Silk Peau de Soie, in black only, for 45c.

BENGALINE CREPE DE CHINE.

That you always pay \$1.25 for—Lyons make—50c.
Lot of Black Liberty Satin, the best \$1 grade, 60c.

FANCY WAIST SILKS.

A lot that cost \$1 and up to \$1.25, variety of designs, will be sold Monday for 75c.

Five Peau de Cygne, in black, 27 inches wide, the usual \$1.25 quality, for 85c.

30c. Black Silk Mulls for 18c.

\$1.25 Satin Liberties, in white, cream and other colors, 75c.

White Habutai Silk, the first time ever sold at that price, 27 inches wide, for 25c.

HANDKERCHIEF BARGAINS

Every one of them. We have the most complete line ever seen in Richmond, and as we saved an average half in buying, so do you. Our line of 25c. Handkerchiefs is finer than ever and a lucky purchase enables us to put some in the lot that were made to sell at 75c. and \$1.00.

Thousands of Sheer White Embroidered Handkerchiefs, best 12-1/2c. kind, are priced 9c.
The pretty Val. Lace Trimmed Handkerchiefs, or All Linen Embroidered Hemstitched, for 10c.

12-1/2c. each for hundreds of dozens of Fine Embroidered Swiss Handkerchiefs, hemstitched and hemstitched, or the dainty linen embroidered kind, that cost 15c. to 20c. usually.
5c. for initial Handkerchiefs for women on fine sheer cloth, a good 10c. value.

10c. for Dainty Embroidered Fine Irish Lawn Handkerchiefs, on cards—All these usual prices for \$1.25.

3c. for Women's or Children's White, Colored Borders and Mourning Handkerchiefs, hemstitched.

7c. for Sheer All Linen White Hemstitched Handkerchiefs, narrow hems.

2c. for White Hemstitched Handkerchiefs, children's sizes.

25c. for 2c. All Linen Lace Trimmed Handkerchiefs, elaborate styles, or the Fine All Linen Embroidered, in holiday boxes.

All Linen Mourning Bordered Handkerchiefs, tucked, 25c. ones for 15c. Men's White and Colored Bordered Hemstitched Handkerchiefs—hundreds of dozens—5c. each.

Five Plain White Hemstitched Handkerchiefs for men, one-half and one inch hems, for 8c.

Initial Handkerchiefs for men, in 10-1/2c. initial Handkerchiefs for 12-1/2c.

Men's Fine All Linen Hand Hemstitched Handkerchiefs, in one-quarter, one-half and one inch hems, for 10-1/2c.

Bring Your Children to the Home of the Doll Family.

There is a room set aside for them. They are not like the Dolls you find in every store. We have gone to Europe to select them as near life-like as Dolls were ever made.

Starting with the Dressed Infant, blouse, bonnet and lace cap, price 10c.
Boys and Girls' Dolls, in full dress, for 10c.

The beautiful Infant on dress exhibition, 27 inches, all length, for \$1.25.
Two fine, Beautiful Blaque Doll, and in one turn a black mammy—the combination for 25c.

Sailor Girls are 10c.
Dressed Dolls up to \$7.50 each.
There are Kid Body Dolls, 10 inches, for 10c., or there are beautiful little Dolls for \$1; there are Dolls for 50c. and Jointed Dolls as low as 10c.

There are Dolls at \$3, any price below, but not one single doll but what is the most perfect creation.

COHEN'S FUR STORE UNMATCHABLE NOW.

There was a Fur store and Cohen gobbled up a large lot. The retail price will be 36 per cent. less than their wholesale cost.

32 Mink Peltrines, in the handsomest dark, selected skins, for \$17.50.
43 Mink Double Scarfs will be sold for \$10.75.

Handsome 30 Sable Fox Peltrines for \$15.
Large Beautiful Blended—rook Mink Double Scarfs, worth \$10, for \$6.75.

The Handsomest Fluffy Silver Mountain Sable Scarf, extra lengths and fluff to match, set for \$18.

A Long Squirrel Lined Isabella Fox Scarf, usually sold for \$28, is \$14.50.
Sable Scarfs, extra lengths and fluff to match, set for \$18.

A Handsome Fox Scarf, double, in Sable and Isabella, will go on sale Monday for \$9.50.

\$13.75 Long Double Sable Scarfs, with large brush tails, will be sold for \$8.50.

The most beautiful Extra Long, Wide Red Squirrel Lined Isabella Peltrines, made to sell for \$15, for \$8.75.

One of the new Fur Scarfs in silver gray, with large brush; the price \$2.95.

Or a Pure Black French Hair Scarf, glossy and handsome, for \$2.18.

There are Scarfs at 70c. and 95c.—hundreds of them.

The pretty Chinchilla Patterns for misses, with Muffs to match, set for \$5.

A lot of Misses' and Children's Sets, in endless variety, at this season's new styles, 95c. to \$3.50.

Must Close Out Thousands of Knit Underwear.

The storehouse must be emptied. Here's the way they'll sell Monday.

Five French Knit Wool Underwear for men, in light weights, cost \$1.50, for 60c.

The Heaviest Woolen Knit Underwear, sold this season for 80c., closing price, 50c.

The Heaviest Wool Ribbed Vests and Pants, the best \$1 goods that any merchant can give, price 75c.

Heavy Bleached Union Suits for women, silk finished and full weight, \$1 one, for 75c.

All the \$1 Wool Medicated Shirts and Drawers for women are 75c.

Several lots of Bleached and Unbleached Pants and Vests, the heaviest grades, at 50c. to 50c., all sizes to the largest made, 25c.

Egyptian Union Suits for women, all sizes, have been sold as a bargain at 50c. this season; Monday's price, 25c.

Counter full of Women's Heavy Bleached Ribbed Underwear, manufactured in England, without a hurt, for 25c. a garment.

About 200 dozen of the Women's Best 25c. Vests to be closed out for 10c.

About seventy dozen Boys' and Girls' Union Suits, up to age of twelve years; also about forty-two dozen Boys' Heavy Flax of Shirts and Drawers.

Heavy Flax of Shirts, up to size 32, will be sold for 25c. a garment.

Optical Department.

Our Optical Department is fully equipped with all the latest modern appliances for testing the eyes, and is in charge of a graduate expert, late of the New York School of Optics, who will test your eyes and give you advice free of charge. Those desiring to make Christmas presents of Glasses will be given a special order, whereby the recipient can have their eyes tested after the holidays and Glasses prescribed to fit all errors of refraction.

14-karat Filled Spectacles and Eyeglasses, \$1.
Solid Gold Spring Eyeglasses, per-
spective lenses, \$1.50.
Solid Gold Spectacles, both riding,
bow and straight temples, \$2 to \$5.

We also carry a full line of Opera Glasses, Trifles, Bugles, Chains and Hooks.

Spectacles, 50c. to \$1. Views, 45c. a dozen.

Shirt Wais—SECOND FLOOR.

Lot of Silk shirt Wais, taffeta and
peau de cygne, various styles and all
colors; wais that sold for \$4.75 and
\$5.50, for \$3.75.

Lot of Wool French Flannel
Shirts, tucked and trimmed, with silk
buttons, all colors and all sizes, choice
\$1.25.

Other French Flannel Wais, with
plaid and brown buttons, silk
collar and full sleeves, nobby and sty-
lish, \$2.50 one for \$1.95.

COHEN'S STORE OF HOUSEWARE

exerts every possible influence that prices bear on the most beautifully selected stock. There is a master hand in their selection, and an ability to sell at small profits which clearly exhibits itself in every one of the many thousand foreign and American wares that are now ready and on sale.

SALE OF CUT GLASS.

Choice ever produced. Remarkable prices, beginning with Monday.

Large Fruit Bowls, eight pieces, chrysanthemum designs, \$4.50.

10-inch Cut Glass Vase; 10-inch Celery Tray, \$3.50.

32 Cut Glass articles, \$12.50.

Rose Bowl, new cut, large size, \$6.00.

Cut Ale Glasses \$3 a dozen.

Five Cut Glass 3-inch Bowl, \$6.75.

Full Set of Wine Glasses and Decanter, set for \$12.50.

Handsome Cut Glass Pitcher, cost \$12.50, for \$7.50.

18 Chrysanthemum Cut Glass Water Tumblers for \$6.50 a dozen.

These few items are only an idea of the Cut Glass stock on sale Monday.

Beautiful Sets at marvelous prices.

The finest Limoges Decorated 100-piece Dinner Sets will be sold Monday for \$12.50.

25-50 Dinner Sets, 117 pieces, \$27.50.

Full 100-piece Dinner Set for \$6.50.

Others, gold decoration on white ground, or floral designs, for \$12.

10-1/2-inch Cut Glass Pitcher, \$1.50.

Full 10-piece Toilet Sets, in largest size, new shape, for \$1.95.

The Handsomest 10-piece Sets, in solid color, sombre shading, for \$1.75.

Handsome 30 Gold Stippled Solid Color Shaded Sets, with Slip Jar, \$6.75 a set.

A MAGNIFICENT DISPLAY of Quadruple Plated Silverware.

4-piece Tea Set for \$7.50.

Cracker Jar for \$1.75.

5-light Chandeliers for \$5.50.

OUR HOLIDAY BAZAAR

Is so bright and pretty that it is entertaining just to walk through it. To examine the ideas worked out by the world's skilled workers for your edification is very instructive. One of the first things which will strike you is the extremely low prices and how far a little money will go even if you have to send every friend a souvenir.

LEATHER GOODS.

Leather Wrist Bags, full size, in black, brown and gray, with inside pocket-books, for 25c.

Women's Dairies for 100; special price is 25c. to \$2.25.

Women's Black Seal Automobile Bags, worth \$1.50, sold at \$1.25.

Men's Collar and Cuff Boxes, special price is 50c.; others up to \$1.05.

Women's Writing Desks, special lot at 50c.; others up to \$7.05.

Complete line of Men's Bill Books and Card Cases, 25c. to \$1.00.

FANCY GOODS.

Children's Fancy Work Boxes, Handkerchief and Glove Boxes and Dairies, gotten up for a 50c. seller, at 25c.

The new Bag Inkstand, well worth 60c., for 25c.

Children's Knife, Fork and Spoon Sets, special price is 25c. a set.

Birchwood Bark Boxes, special price 60c. to \$2.50.

TOILETS.

Crown Perfumery Company Crab Apple and Violet Extract, best prices elsewhere \$1, for 75c.

Miniature Extracts, in all odors, four bottles of Perfume or Perfume, Soap and Powders, 25c. a box.

Hudson's Extracts, in all odors, 50c. an ounce.

Hudson's Violet Sec. Toilet Water, at 75c. a bottle.

1000 Fancy Boxes and Baskets of Holiday Perfume, at 10c. each.

HOLIDAY RIBBONS.

Thousand is yards of Spool Ribbons, 10c. a spool of ten yards.

Sale of Satin Taffeta Ribbons, all colors, for 10c. a yard.

No. 5 for 4c. a yard.

No. 7 for 5c. a yard.

No. 9 for 6c. a yard.

No. 12 for 10c. a yard.

Satin Taffeta Ribbons, the holy red, No. 40, three and a half inches wide, at 12-1/2c. and 19c. a yard.

NEW MATTINGS.

Heavy Juteless China Matting, 15c. Linen Warp Matting, inland carpet effects, 15c. a yard.

Best 25c. Heavy China Matting for 20c.

The usual 35c. and 40c. Linen Warp Matting, new carpet effects, 25c. a yard.

CUT LAY PREPARATION.

If you desire to treat yourself or present your friend with reliable Cutlery, you may come to Cohen's.

A Reliable 2-piece Carving Set, finest steel, for 95c.; another, plated, for \$1.50.

Beautiful 3-piece Set, French polished, buckhorn, with steel, for \$3.50.

Another 3-piece Set, in case with sterling silver trimmings, for \$6.00.

3-piece Set, ivory handle, combination cutlery and game, \$4.50.

The most substantial and reliable Table Knives and Forks for \$1.75, in white or rosewood handles.

35-piece Cutlery, in a handsome \$5 Knives for \$3.50 a dozen.

Rogers' Quadruple Plate, finest made by this reliable maker, for \$3.50 a set of a dozen pieces, knives and forks.

10 dozen Rogers' Cutlery, for \$2.25 a dozen.

Rogers' A-1 Silver Teaspoons for \$2.25 a dozen.

Table Spoons, \$3.75.

Gravy and Cream Ladles, \$1.25.

Art Goods—SECOND FLOOR.

There must be a reason why we are doing three times the Art Goods business of a year ago. Of course the goods are attractive. In fact, it is a beautiful line, but the main reason is that they were never before sold in Richmond for such little prices.

1,000 skeins of the best-known Embroidery Silk, all colors, will be closed out Monday for 25c. a skein.

10 dozen Cushion Ties, various subjects and pretty designs, priced everywhere at 50c., your choice, 12c.

Satin Covered Pin Cushions, all the desirable colors, for each 15c.

Stamped Linen Centerpieces, 27x27 inches, all the new designs, scalloped edge, ready embroidered; usual 60c. kind, for 40c.

THE BOOKSTORE OF AMERICA.

What comes nearer a sure, acceptable present—what more healthy to the mind? In books your friends do not come by accident, but are chosen from and by proper selection; and lend the happiest associates. They make men and women and build up communities as by the touch of a divine guidance.

Five Volume Sets, good print, such authors as Reynolds, Jules Verne, Green (author of History of English People), Doyle, Rosa Carey, Henry, Stenwickles and many others, for 49c.

Other sets are Thackeray, ten volume set, for \$1.50.

Charlotte Brontë, six volumes, for \$1.05.

Washington Irving, in six large volumes, for \$1.00.

George Eliot, six volumes, for \$1.15.

Charles Dickens, fifteen volumes, for \$3.05.

Bulwer Lytton's Complete Works, in thirteen volumes, large type, in silk cloth, \$4.75.

Alex. Dumas' Works, in seventeen volumes, on Indian paper, large type, for \$5.25.

Thackeray, ten volumes, \$3.05.

Washington Irving, six volumes, \$2.49.

George Eliot, six volumes, \$2.69.

Charles Dickens, fifteen volumes, for \$3.05.

There are many other sets.

There are other publications in sets

to the hand-bound half-calf sets, as follows:

Cooper's Leather Stocking Tales, in one-half calf, five volumes, for \$5.85.

Charles Dickens, fifteen volumes, for \$15.50.

Thomas Carlyle's Works, ten volumes, for \$7.50.

Scott's Complete Works, twelve volumes, for \$8.50.

This is only a faint idea of the sets on sale here.

The New National Encyclopedia, in sheep, four volumes, for \$5.

Life of Daniel Boone, Julia Caesar, Oliver Cromwell, Benjamin Franklin, Patrick Henry, Hamilton, Thomas Jefferson, Napoleon Bonaparte, George Washington and twenty-two other titles.

A series of Biographies, fully illustrated, perfect, large type, price 40c.

Life of Daniel Boone, Julia Caesar, Oliver Cromwell, Benjamin Franklin, Patrick Henry, Hamilton, Thomas Jefferson, Napoleon Bonaparte, George Washington and twenty-two other titles.

A series of Biographies, fully illustrated, perfect, large type, price 40c.

Life of Daniel Boone, Julia Caesar, Oliver Cromwell, Benjamin Franklin, Patrick Henry, Hamilton, Thomas Jefferson, Napoleon Bonaparte, George Washington and twenty-two other titles.

A series of Biographies, fully illustrated, perfect, large type, price 40c.

Life of Daniel Boone, Julia Caesar, Oliver Cromwell, Benjamin Franklin